

ASTORIA-SEASIDE SEASIDE-ASTORIA

and Clatsop County
OREGON

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Everything
FOR YOUR VACATION!

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A Brief History



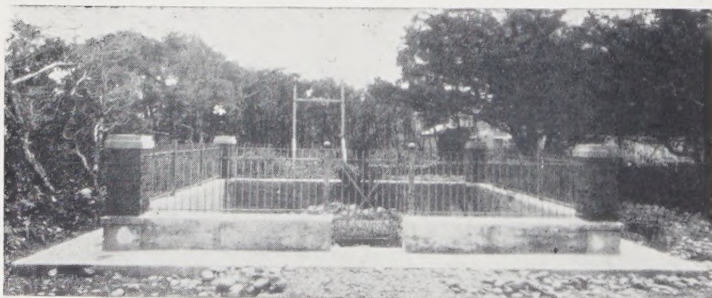
Captain Robert Gray discovers the Columbia River, 1792.



Astoria in 1812. The lone American outpost on the Pacific.



Astoria's main business district. The white cross in this picture marks the location of the original fort and trading post built in 1811.



The Lewis and Clark salt cairn at Seaside where the explorers boiled sea water to obtain the salt required for their long overland return journey.

● Astoria and Clatsop County are indelibly associated with any history of the first American discoveries, explorations and settlements on the Pacific Coast. In the latter years of the eighteenth century, the courage and energy of the new republic of the United States were exemplified by those hardy New England sailors and traders who sent their ships around to the almost unknown shores of the North Pacific to test the possibilities of fur trading with the Indians. The first of these expeditions was commanded by Captain Robert Gray of Boston, whose ship was the first to carry the American flag on a complete circumnavigation of the world. Carrying sea letters granted by President George Washington, Gray sailed into the Columbia River in May, 1792, and named the great river after his ship, "Columbia."

● President Thomas Jefferson had long been interested in organizing an exploring expedition to determine the possibilities of the vast unknown region between the Mississippi and the Pacific. His interest was accentuated after the Louisiana Purchase in 1803 which carried the American boundary westward to the Rocky Mountains. Jefferson commissioned Meriwether Lewis and William Clark to head an expedition to the Northwest Country. They reached the mouth of the Columbia River in November, 1805, built Fort Clatsop near Astoria and spent the winter of 1805-1806 exploring the vicinity.

● The Pacific Fur Company was organized by John Jacob Astor of New York to establish a great fur trading enterprise with its principal base at the mouth of the Columbia River. The ship Tonquin carrying the seafaring portion of the company's forces landed its men at the present site of Astoria in April, 1811. The combined fort and trading post, named "Astoria" for the company's principal owner, was the first American settlement on the Pacific Coast. Due to the War of 1812 and the loss of relief ships, Astoria passed into British possession in December, 1813, but was restored to the American flag in 1818.

● The journals of these early explorers and traders are veritable epics of adventure. Their accomplishments were important factors in securing permanent American possession of the Pacific Northwest. During the following decades there followed in their paths the pioneer settlers who built the foundations of the Oregon of today.



There are miles of flower-lined highways in spring and summer.

... the Astoria of Today

● Although it may claim the oldest historical background of any city in the Northwest, the Astoria of today is one of the most modern and progressive cities in this section of the country. It is the commercial, financial and shipping center of the fertile Lower Columbia River district. Of more importance to the tourist or vacation visitor, it is also the metropolis of a delightful vacation land offering every kind of recreation within a few miles of the city.

● Astoria's commercial activities are in themselves interesting subjects for visitors from other sections. Astoria is the headquarters of the picturesque Columbia River fishing industry. During the fishing season the river and waterfront are busy with hundreds of small boats engaged in netting the silver horde of salmon and delivering their valuable catches to canneries at Astoria. Salmon canneries are open to visitors during the packing season. Astoria's restaurants feature sea foods fresh from the waters of the Columbia River or Pacific Ocean.

● At the larger docks at the Port Terminal ships flying the flags of every maritime nation load for ports of the world. Astoria is headquarters for the U. S. Coast Guard and Lighthouse Services, also interesting to visitors.

● Astoria's location is ideal for water sports which reach their climax in the Astoria Regatta, the Northwest's oldest and largest marine carnival. Golf, trout fishing and other sports are available within a few miles of the city center. Trolling for salmon with light tackle in the river off Astoria is best in late summer or early fall.

● This folder does not cover the agricultural or industrial features of Astoria and Clatsop County. If interested in these subjects write to or inquire of the Astoria Chamber of Commerce for printed material on agriculture, industry or the special folder on Columbia River salmon.



The Astor Column A HISTORY BOOK IN CONCRETE

● This unique monument, 125 feet high, is located on the summit of Coxcomb Hill, 700 feet above the Columbia River. A wonderful panorama of ocean, river and mountain scenery may be viewed from the observation platform. Important events in the romantic early history of Astoria are illustrated in the spiral frieze on the outside of the Column. The Astor Column is but a few minutes drive from the main business district. The Column is in a city park area and there is no admission fee.



Astoria's interesting shipping and industrial district.



On the beach at Seaside.



Sunset at beautiful Cannon Beach.

Clatsop Beaches

ON THE COOL OREGON COAST

• The Clatsop Beaches offer the vacationist unequalled opportunities for rest and recreation. Southward for thirty miles from the mouth of the Columbia River lies a stretch of attractive coastline, mostly smooth white sandy beach, broken at its southern end by towering promontories where the Coast Range meets the Pacific. Along this attractive shoreline are the resort cities of Seaside, Gearhart and Cannon Beach. The combination of ocean beaches, rugged hills and sparkling streams provides a variety of out-of-door sports. Accommodations are available to suit any taste or desire—smart modern resort hotels, cottages, auto courts or camping places under the trees.

• The Pacific Ocean is the magnet which draws thousands of visitors annually to this favored summer playground. Ocean breezes coming in from the sea keep the temperature always cool and comfortable, regardless of heat waves further inland. The wide sandy beaches provide exhilarating surf bathing, horseback riding, surf fishing, clam digging, strolling along the edge of the sea, basking in the glow of a driftwood fire under the stars—these are but a few of the many beach diversions. If you prefer a beach with city conveniences virtually at the ocean's edge, it is available for you. If you wish to be alone with the solitude and majesty of the ocean, there are more secluded spots reached by improved highways. In any case, you will enjoy the ideal vacation climate, with its azure sky, soft days and always-cool nights bringing deep restful slumber.

• Whether you come for a day, a week-end, a week or a month, you will leave rested and refreshed, vowing to return again for a longer stay.



Ecola State Park, where mountains meet the sea.



The newest in beach transportation.



Fern-lined trails in cool, green woods.

... Clatsop County

AN IDEAL VACATION LAND

● Nature endowed Clatsop County with a wide variety of recreation attractions in a magnificent scenic setting and favored it with a climate permitting enjoyment of the great out-of-doors every month of the year. Official U. S. Weather Bureau records show that Astoria has the lowest average maximum summer temperature and the highest average minimum winter temperature of any city in Oregon. There are no extremes of heat or cold.

● In addition to its unequalled ocean beaches, every other form of recreation or sports is available in this vacation land. There are three golf courses—Seaside, Gearhart and the Astoria Country Club between Astoria and Seaside—all different in design and natural features. Stables of riding horses provide mounts for those who wish to ride the beaches and woodland trails. There are four state parks within the county. Saddle Mountain Park is the largest in the state and surrounds Saddle Mountain, the highest peak in the Coast Range. CCC forces have built a trail to the top of this mountain and improved trails and scenic points in the other state parks. Ecola Park, between Seaside and Cannon Beach, is a favorite with hikers who enjoy its fern-lined trails and the magnificent marine vistas seen from its seaward cliffs.

● For the fisherman there are trout and steelhead in a score of sparkling streams, bass in the coastal lakes, trolling for salmon in the Columbia, surf fishing from shore or the river jetties.

● Whether it be some form of strenuous out-door sport or a less active form of recreation, here are the natural surroundings and climate to enable you to enjoy them all to the utmost.



On a scenic trail in Ecola Park, between Seaside and Cannon Beach.



A fairway on the Astoria Golf and Country Club course.



Ponies, bicycles, swings and slides add to children's vacation joys at Seaside.

Surf bathing will cure those hot weather blues.



A small section of Seaside's long, smooth, white sand beach. The beach gradually shelves out to meet the long rollers of the Pacific surf.

..... SEASIDE

LARGEST AND BEST EQUIPPED BEACH RESORT ON THE COOL OREGON COAST

● Seaside's miles of smooth sand beach extend from a protected cove under the shelter of imposing Tillamook Head northward to the mouth of the Necanicum River. Here there is ample room for thousands of surf bathers and sun enthusiasts. Signal flags on beach towers indicate tide conditions. In addition, a complete and efficient beach patrol system makes this one of the safest ocean beaches on the Pacific Coast. The beach at Seaside provides endless entertainment for the children. Playground apparatus has been installed at several places and bicycles may be rented at very reasonable rates but merely the sand and the sea can provide childhood fun for hours. As a special safety regulation for children, no motor propelled vehicles are allowed on the Seaside beach.

● The "Prom," a concrete walk, 15 feet wide, extends along the ocean front of the city for nearly two miles. It is a favorite walk for the pre-dinner constitutional or the after-dinner stroll. It is especially popular at sunset as it affords an unobstructed view of the setting sun disappearing in the waves of the Pacific, leaving marvelous color effects on cloud and sea.

● Seaside offers the conveniences and entertainment of a modern city combined with the charm and attractions of the seashore. Hotels, cottages and auto courts can accommodate a larger number of visitors than any Oregon resort. The best metropolitan orchestras play engagements at a huge dance pavilion. Horseback riding, golf, tennis, bowling, roller skating, theaters and many amusement concessions provide entertainment and sports.

● Among outstanding attractions are a big indoor swimming pool filled with warmed ocean water and an aquarium containing hundreds of living specimens of ocean fish and marine life, including the dreaded octopus.

● Boats and canoes are available at convenient points on the Necanicum and Neawanna Rivers. It is but a short drive from the blue of the ocean to the depths of ever-green forests, intersected with trout streams and hiking trails. Tillamook Head and Saddle Mountain challenge the more athletic climbers but are not too strenuous for amateurs.

● For detailed information about Seaside, ask the Seaside Chamber of Commerce for their folder "What to Do, Where to Go in Seaside."



Horseback riders on the "singing sands" of Cannon Beach. Marine gardens at the base of Haystack Rock may be visited at low tide.



The ocean front at Gearhart, 3 miles north of Seaside.

Cannon Beach

● This charming beach is nine miles south of Seaside, reached by an improved highway leading from U. S. 101. It is one of the most beautiful scenic beaches on the entire Pacific Coast. Rocky headlands are interspersed with stretches of smooth sand beach. Towering rocks jut out of the surf which dashes among and over them at high tide. Some of them can be reached on foot at low tide for an examination of their interesting marine life. Automobiles may be driven along the beach during low-tide periods. Hotels, cottages and auto camps provide a variety of accommodations.

Gearhart

● This resort includes a modern hotel, an 18-hole golf course and a colony of summer homes and cottages. It is situated in a picturesque setting on a ridge overlooking the ocean. Automobiles may be driven on the beach to the mouth of the Columbia River, fifteen miles north.

... Points of Interest for Vacation Visitors

BEACH RESORTS—Seaside, Gearhart, Cannon Beach. See other pages for detailed information.

COLUMBIA RIVER FISHING INDUSTRY—Canneries, fishing fleet, seining grounds at Astoria, Warrenton and Hammond.

GOLF COURSES—Astoria Golf and Country Club, 13 miles from Astoria on U. S. 101, 18 holes; Gearhart Golf Course, Gearhart, 18 holes; Seaside Golf Course, Seaside, 9 holes. All courses are open to the public at moderate fees.

HISTORICAL—Astoria: Astor Column; Site of Fort Astoria—Fort George, 15th and Exchange Streets; McTavish Grave, City Hall grounds. Seaside: Lewis and Clark Salt Cairn, Avenue Q. Fort Clatsop: Site of Lewis and Clark Winter camp 1805-1806, six miles west of Astoria on U. S. 101. Fort Stevens: Remains of original Civil War redoubt and moat. Clatsop Plains: Site of first Presbyterian Church west of Rocky Mountains, 10 miles south of Astoria on U. S. 101.

FISH HATCHERIES—State salmon hatchery on Klaskanine River, 10 miles southeast of Astoria on State Highway 202. State trout hatchery, 11 miles south of Seaside on U. S. 101. Picnic grounds at both hatcheries.

STATE PARKS—Saddle Mountain Park, southeast of Seaside on Wolf Creek highway; Ecola Park, near Cannon Beach; Bradley Park at Clatsop Crest, 25 miles east of Astoria on U. S. 30. Tongue Point Park, east of Astoria city limits. Picnic grounds at all state parks.

SPORT FISHING—Trout streams, lakes, surf fishing, river trolling. Ask for Astoria Chamber of Commerce list of 20 best fishing streams and lakes. Inquire of sporting goods stores.

U. S. ARMY—Fort Stevens, headquarters Herbor Defenses of the Columbia. Only active military post in Oregon. Coast artillery and mine defenses.

U. S. COAST GUARD—Point Adams Life Saving Station at Hammond. U. S. S. Onondaga and patrol boats at Port Terminal, Astoria.

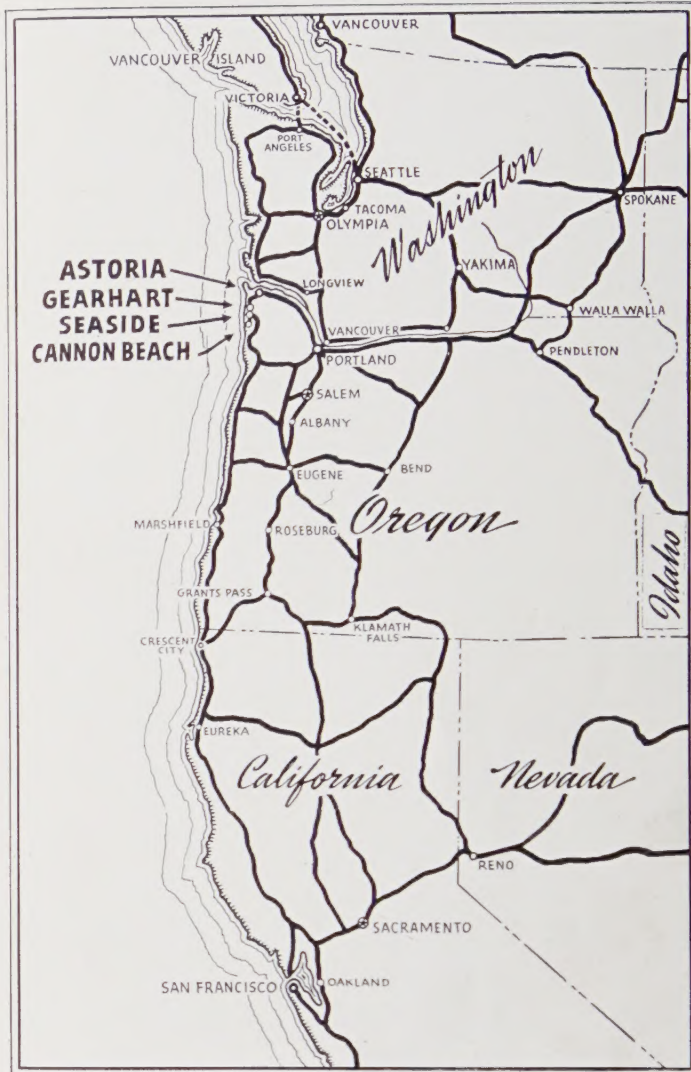
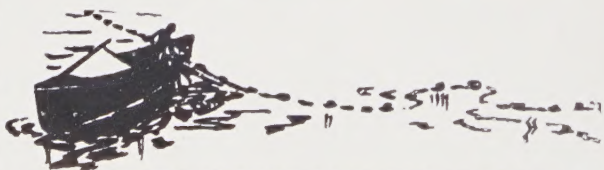
U. S. LIGHTHOUSE SERVICE—Tongue Point, east entrance to Astoria. Headquarters 17th Lighthouse District.

U. S. NAVAL RADIO STATION—Four miles west of Astoria, near U. S. 101.

MISCELLANEOUS—Ocean shipping and industrial activities, Astoria and Warrenton. Logging operations in big timber, Wolf Creek, Nehalem Valley and other side roads. Youngs River Loop, 25 miles through dairy farming district, passing Youngs River Falls. Many other interesting scenic short drives.



• For information inquire at CHAMBER OF COMMERCE, ASTORIA, OREGON; CHAMBER OF COMMERCE, SEASIDE, OREGON, or ask any of our hospitable citizens to direct you.



Principal highways leading to Clatsop County.

... the Northwest's Most Accessible Vacation Land

• Astoria is the junction of two transcontinental highways, U. S. 30 and U. S. 101, the two main highway routes to Clatsop County. Fast frequent ferry services connect with Washington highways across the Columbia River. There are motor bus line services from east, north and south. Railroad passenger train service between Portland and Astoria, Seaside and Gearhart. All principal motor routes are over dustless improved highways from any point in the United States or Canada.

